

## SoA Board Meeting 1/16/2011

**Present:** Shin Aoki, Bill Burtis, David Franklin, Robert Gaston, H.F. Ito, Rob Kedoin, Byron Russell, Michael Thompson

**Absent:** Mary Foran

**Guests:** Cheryl Williams, Jim Sterling

### 2012 International

Cheryl has narrowed the site search to three possible sites: University of California at Santa Cruz (Site of "Pacific '90"), Dominican University in San Rafael, and Fort Worden in Port Townsend, Washington. In two weeks, she will provide the Board with a recommendation for the best site. Cheryl has visited all three of these sites. For the final proposal, Cheryl will be comparing all the included costs such as the cost of transporting attendees to the site. One delay in collecting the financial information was that the Port Townsend site did not have their 2011 costs available.

Once a site is chosen the date for the event will be dependent on the dates the site is available.

One big question is how much money will be required to secure the chosen site (e.g, how much will be needed for various deposits to secure sites and services) We discussed whether or not the International Shintaido Federation (ISF) or International Shintaido College (ISC) has previously financially supported the International. Ito, Jim and David all said that the international body has **not** financially supported the International in the past.

Ito suggested that Shintaido of America should take the financial risk because it is possible for SoA to make a substantial profit. (e.g, Rob Kedoin believes that the European Shintaido College made almost 10,000 Euro when they hosted the International) David suggested that we should be very clear with ISC about how we expect to distribute any profit.

Cheryl requested a single point of contact for the SoA Board. Byron agreed to be Cheryl's contact on the SoA Board.

### Changing Our Credit Card Processing to PayPal

Byron had sent around the result of his findings on how much money we can save by moving to PayPal and eliminating our current credit card processing service (Authorize.net) and our shopping cart service (SecureNet).

It was decided that Byron would open a new PayPal account. Rob Kedoin will migrate our merchandise information from the current systems into PayPal while consulting Cheryl to make sure that we are only advertising items that we still have in stock.

## **Selling Items at the International**

Byron is soliciting ideas for items that can be sold during the International. Currently, Byron is thinking of t-shirts and furoshiki's. Ito suggested a bumper sticker. Others suggested maybe a window cling decal or magnetic decal.

David agreed to produce designs for the products.

David suggested we look at café.net as a possible tool to create our promotional items. The pros of café.net are: print on demand, no risk and since it's print on demand, there's no money paid out up front. The cons of café.net are your profit margin is smaller. Café.net sets a minimum price for the item you create and then you can select how much you want to charge your customers.

Byron also suggested that we could offer a pre-order system before the International for people to buy their souvenirs. This would allow us to have money to produce the items as well as give us a more accurate estimate about how many items we could expect to sell.

## **Next Meeting**

We agreed to meet again to discuss Cheryl's proposal on Wednesday, February 2 at 7am PST, 10am EST via Skype.